



10 Reasons to Choose Kaspersky Endpoint Security for Business

In today's highly dynamic risk landscape, basic cybersecurity is no longer good enough. The current threat environment demands a commitment to protecting your business from security threats you're aware of, those you're unaware of and those you can't even imagine. Every business is potentially under threat, but not all businesses are equally well prepared. Kaspersky Lab's True Cybersecurity approach combines multi-layered security with cloud-assisted threat intelligence and machine learning to protect against the threats your business faces.

Here are 10 reasons why Kaspersky Endpoint Security for Business should be your corporate standard in safeguarding your business against these threats and those who perpetrate them:

1. The most powerful protection in the industry

True Cybersecurity delivers the most effective protection against known, unknown and advanced malware threats of any leading vendor; this is an independently proven fact. In 2016 alone, Kaspersky Lab products ranked first 55 times in a total of 78 independent tests and reviews. No competitor product or solution even comes close.

2. A world-renowned threat intelligence ecosystem

Kaspersky Lab's understanding of the inner workings of some of the most sophisticated global attacks – coupled with our ability to detect and monitor them – has made us a trusted partner and consultant for some of the world's most respected security and law enforcement organizations, including INTERPOL. This same threat intelligence sits at the core of every Kaspersky Security for Business installation.

3. A single integrated platform

No other vendor deploys multi-layered technologies specifically aimed across the entire endpoint threat spectrum, built into a single security platform. Kaspersky Lab's technologies are created in-house and integrate seamlessly together with no conflicts, inefficiencies or overlaps, and no security gaps.

4. Centralized management

All of Kaspersky Lab's endpoint solutions for workstations, mobile devices and virtual machines are managed together through a single remote console, Kaspersky Security Center, giving full visibility and control across your corporate endpoint environment.

5. Advanced application control

Vulnerabilities in applications are significant entry points for malware. Kaspersky Lab's multi-layered, next generation approach includes application monitoring, access control technologies and dynamic startup controls. All of these are supported by our unique in-house Whitelisting Lab. A test environment for "default-deny" scenarios enables this powerful security posture to be trialed safely and easily.

6. Painless, straightforward mobile security

Centralized mobile device and applications management means you can secure and protect your data remotely, even on employee-owned devices. A self-service portal encourages users to take personal responsibility for the security of their mobile devices.

7. Deeply integrated encryption

Encryption settings are applied under the same policy as anti-malware, device control and other endpoint security elements. Data are protected at rest and in motion using full disk and file level encryption, seamlessly integrated for the user through single sign-on and token-based authentication options.

8. Lifecycle endpoint management

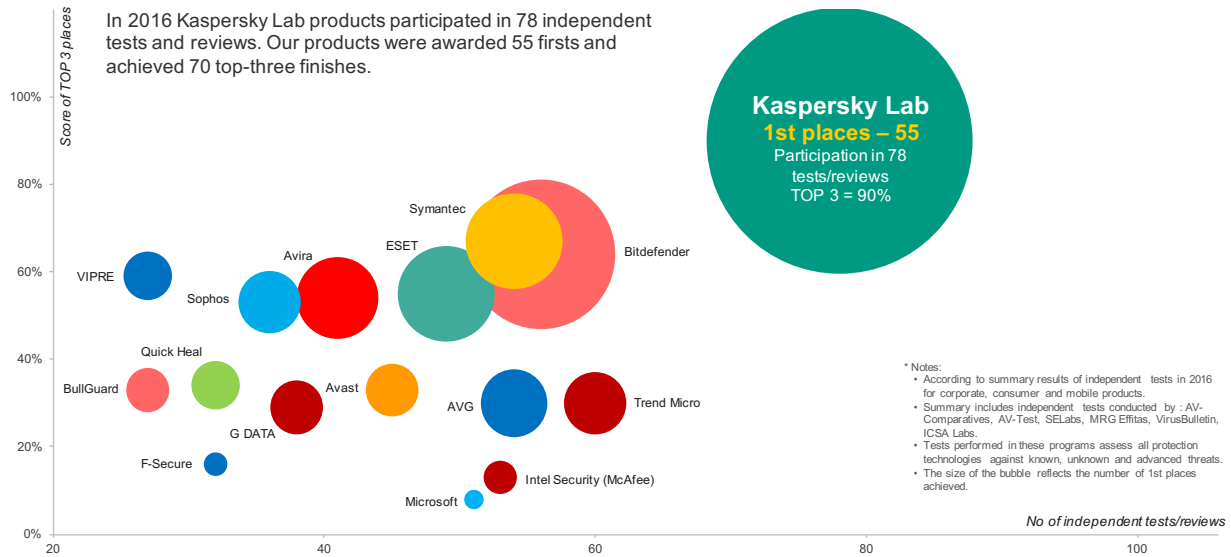
From "golden image" creation and provisioning to inventories, vulnerability scanning and automated patch management, Kaspersky Systems Management tools provide complete lifecycle security management through Kaspersky Security Center.

9. Scalability

Support for up to 1 million Active Directory objects combines with Role-Based Access Control and configuration profiles to enable flexibility within complex environments. Integration with leading SIEMs for reporting and security enables protection across the enterprise. Kaspersky Endpoint Security for Business grows with your business.

10. Commitment

Kaspersky Lab is fully focused on IT security—it's in our DNA. Led by Eugene Kaspersky, one of the world's leading security evangelists, we are committed to investigating cybercrime and cyberespionage worldwide at every level. We are dedicated to continuously developing innovative technologies that protect all our customers from known, unknown and advanced security threats.

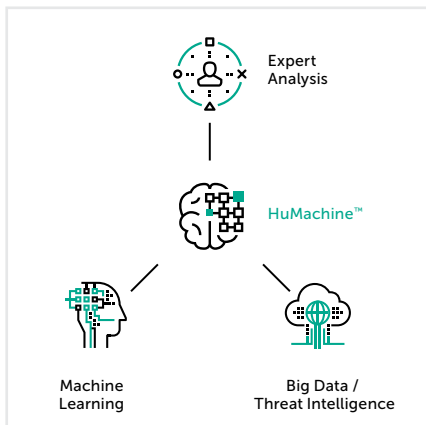


For information about how to secure for your organization with Kaspersky Endpoint Security for Business, please contact your reseller.

* Notes:

- According to summary result of independent test in 2015 for corporate, consumer and mobile products.
- Summary includes tests conducted by the following independent test labs and magazines: AV-Comparatives, AV-Test, Dennis Technology Labs, MRG Effitas, NSS Labs, PC Security Labs, Virus Bulletin.
- The size of the bubble reflects the number of 1st places achieved.

True Cybersecurity: Protect your business from cyberthreats by combining machine learning, big data and human expertise to identify next generation threats. Our True Cybersecurity not only prevents attacks, but also predicts, detects and responds to them quickly, while also ensuring business continuity for your organization.



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AO Kaspersky Lab
500 Unicorn Park, 3rd Floor Woburn, MA 01801 USA
Tel: 866-563-3099 | Email: corporatesales@kaspersky.com

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